



End Distracted Driving

Legislation, Enforcement and Education
Will Save Georgia Lives

Georgia House Distracted Driving Committee
August 28, 2017 | Atlanta, GA

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Casey Feldman, Age 21



Abbotsford Police Department Video

RECOMMENDATIONS FOR REDUCING DISTRACTED DRIVING CRASHES IN GEORGIA-EDUCATION

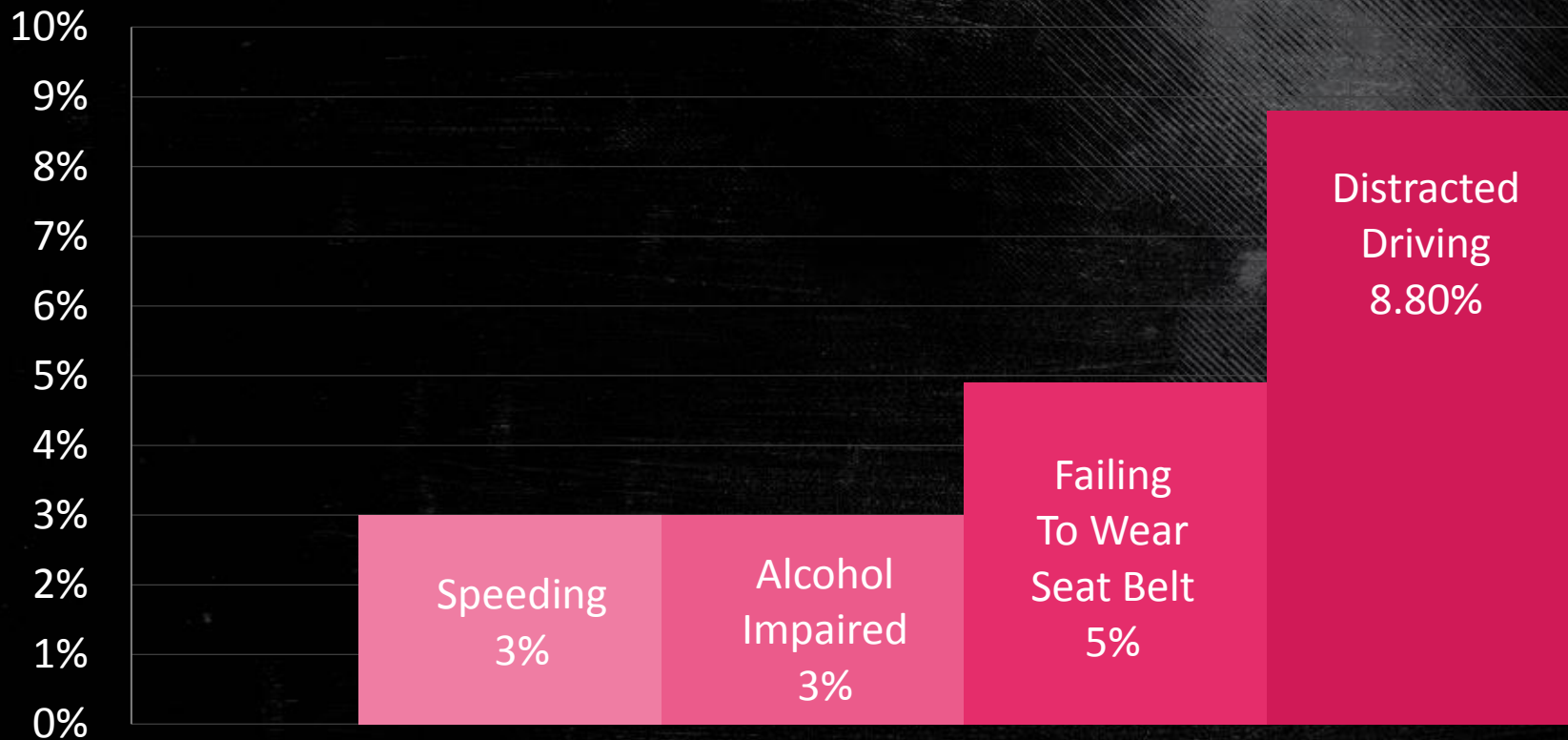
- ✓ Parents must be the drivers they want their teens to be
- ✓ Elementary, middle & high school curricula additions
- ✓ Expand bystander intervention training
- ✓ Legislators lead by example – community events/talks/policy

RECOMMENDATIONS FOR REDUCING DISTRACTED DRIVING CRASHES IN GEORGIA-LEGISLATION

- ✓ Enact hand-held phone ban for all drivers
- ✓ Waiver program for offenders
- ✓ Consider increasing fines & points for violations
- ✓ Sentencing guidelines similar to those for DUI for injuries and deaths

OF ALL THE 2015 FATALITIES ATTRIBUTED TO HUMAN CHOICE

DISTRACTED DRIVING FATALITIES GREW BY THE LARGEST %



**US DOT/NHTSA 2015 Motor Vehicle Crashes: Overview-August 2016*

** NSC Estimate 2016 Motor Vehicle Deaths- February 2017*

DISTRACTED DRIVING DISPROPORTIONATELY AFFECTS OUR CHILDREN

- ✓ Teens involved in 3x fatal crashes compared to any other age groups
- ✓ Distracted driving causes more serious teen crashes than drunk driving
- ✓ 58% of serious teen crashes caused by distraction

Sample Videos Showing Distraction and Teen Crashes

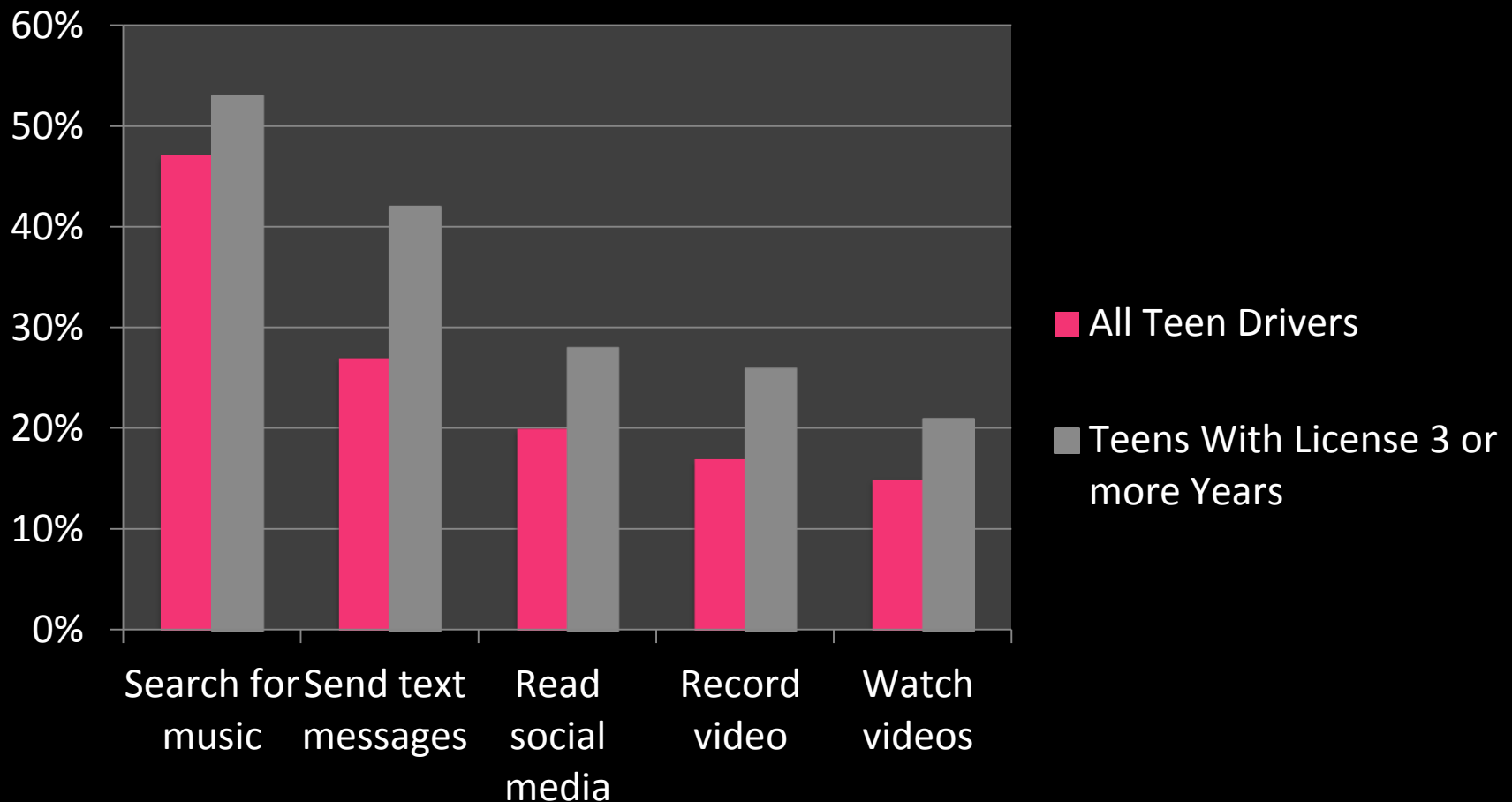
March 2015

AAA Foundation for Traffic Safety
Lytix



AAA Foundation and Lytx

ACTIVITIES TEEN DRIVERS SAY THEY PARTICIPATE IN WHILE DRIVING



Adapted from State Farm, "Teens, Smartphones and Distracted Driving," 2016.

WHAT % OF US ADULTS USE SOCIAL MEDIA ?

a. 30%

b. 43%

c. 69%

**WHAT % OF US ADULTS OWN A
SMARTPHONE?**

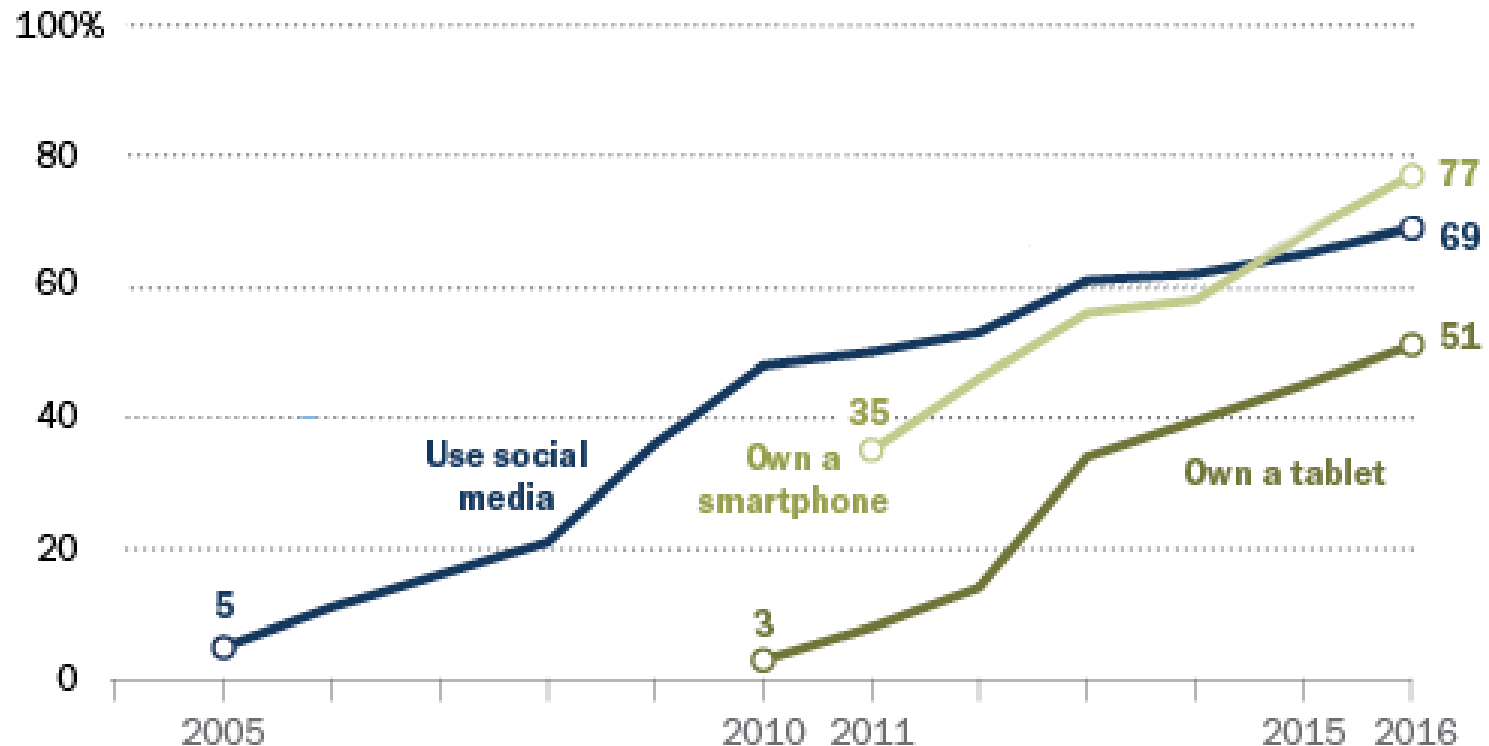
a. 77%

b. 62%

c. 38%

The evolution of technology adoption and usage

% of U.S. adults who ...



SO **HOW OFTEN** DO WE USE OUR PHONES WHILE DRIVING?

Zendrive 2016-17 Study of 3.1 million drivers/ 5.6 billion miles

- ✓ 88% of trips drivers used phones
- ✓ 77% had smartphones
- ✓ For each 60 minutes of driving 3.5 minutes of phone use

CONFLICT AMONG STUDIES AS TO HAND-HELD BANS (HHLDB'S) EFFECTIVENESS (CONT)

Effective

Ferdinand, A. 2014. HHLDB's reduce fatalities for older drivers; Nikolaev, A.G. 2010. NY HHLDB reduces fatalities and injuries in counties; Sampaioa, B. 2010. NYHHB as compared with PA (No HHLDB) reduces fatal crashes. Dong, C. 2016. HHLDB's reduce crashes. Jackson, J. T. (Dissertation). 2017 –drivers in states with HHLDB's less likely to have fatal crash with cell phone, fatal crash rates w/cell phones highest for 15-19(2.7) and 20-29 (1.9) year olds.

CONFLICT AMONG STUDIES AS TO HAND-HELD BANS (HHLDB'S) EFFECTIVENESS (CONT)

Not Effective

McCartt, A.T. 2014. No proof HHLDB's effective.

Burger, N.E. 2014. CA HHLDB did not
reduce crashes.

WHY HHLDB'S?

- ✓ Some evidence supports reduction in crashes and fatalities
- ✓ Overwhelming evidence reduction in holding of phones/talking
- ✓ Give law enforcement ability to enforce laws

HIGH-VISIBILITY ENFORCEMENT FOUND TO **REDUCE CELL PHONE USE** IN STATES WITH ALL DRIVER HAND- HELD BANS

- ✓ 57% in Hartford and 32% in Syracuse
- ✓ Campaigns are only possible in states with hand-held bans

**IN THE LAST 30 DAYS HOW
MANY OF YOU...?**



Quebec Bus Driver

WHAT IS YOUR REACTION?

- Shocking
- Selfish
- Dangerous
- Irresponsible
- Crazy
- Disrespectful



How Far Will You Travel?

WE KNOW IT'S RISKY, BUT WE STILL DRIVE DISTRACTED—WHY?

- “I am a good driver”
- “I drive more carefully when driving distracted”
- “I can multi-task”
- “I have to—I’m so busy”
- “Everyone does it”
- “Nothing bad will happen”
- “It’s just for a few seconds”



Dianne Anderson

Casey's Mother

MOST 16-18 YEAR OLDS DON'T

		2013	2015	2016
✓	16-18 years olds	31%	33%	34%
✓	19-24 years olds	42%	45%	60%
✓	25-39 years olds	42%	55%	51%
✓	40-59 years olds	24%	30%	30%

True or False?

Your children?

“My mom tells me not to drive
distracted but she does it all the
time...I guess you could say she
is a hypocrite.”

“I have to be a good role model for my little brother and sister—I can’t drive distracted with them watching like my mom and dad do.”



**What have you been teaching your
Children about distracted driving?**

**What comes to mind when you
think of teens and peer
pressure?**

FRIENDS DON'T LET FRIENDS DRIVE DISTRACTED

You have the power to keep your friends safe.

- ✓ 78% of teen drivers say they're likely not to text and drive if friends tell them it's wrong or stupid.
- ✓ 90% say they'd stop if a friend in the car asked them to.
- ✓ 44% say that they would be thankful if a passenger complained about their texting while driving.

Friends Don't Let Friends Drive Distracted



Bridgestone and Tosh Chambers, Harrisburg, PA.

SPEAKING UP FOR YOUR SAFETY AND THE SAFETY OF YOUR DRIVER

**“AVS” Framework of
non-confrontational intervention**

- ✓ Acknowledge the dangerous behavior
- ✓ Voice your Feelings
- ✓ Solve the problem by offering a solution



Producer Alex Emmons for the Minnesota Dept. of Public Safety 2011

**But Mom, Dad and Friends
Want to Know Where I am
When Driving**



End Distracted Driving
STUDENT AWARENESS INITIATIVE





Liz Marks, Maryland



Liz Marks, Maryland

EACH OF US HAS THE POWER TO

- ☒ Choose to drive distraction free
- ☒ Change the way those we care about drive

SO DISTRACTION-FREE DRIVING IS
SOCIALLY *ACCEPTED* AND *EXPECTED*



Casey Feldman, *1988 - 2009*

YOU CAN SAVE LIVES

HELP US END DISTRACTED DRIVING

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